AI Insights for NFPs: Emerging Uses and Risks

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Presenters

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Agenda

1 Introduction to Artificial Intelligence (AI)

2 Future trends and NFP use cases

3 Risks of AI

4 Where to start at your organization

Learning objectives

- Understand the current and emerging uses of AI for NFPs
- Identify risks associated with AI implementation
- Learn practical steps to begin using AI

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Polling question #1

Section 1

Introduction to AI

Definitions

Artificial Intelligence (AI)

Large Language Model (LLM)

Generative AI

**ChatGPT
Copilot
Bing
Bard**

Polling question #2

ChatGPT

ChatGPT is a Generative AI-powered productivity tool that writes, brainstorms, edits and explores ideas with you.

Browse the web

New versions allow you to access the web.

Content creation

Assists in generating content for emails, blogs, social media, and marketing materials.

Education and tutoring

Offers explanations and answers to academic questions.

Upload files

For assistance summarizing, writing or analyzing.

Graphs and charts

Analyze data and create charts.

Language translation

Translates text between different languages.

Microsoft 365 Copilot

Copilot is an AI-powered productivity tool that is embedded in the Microsoft 365 apps that we use every day.

Draft emails, summarize email threads, and get coaching tips (tone, clarity, etc.)

Create a presentation from a prompt or word file and light commanding (adding slides, formatting, etc.)

Summarize a chat (up to 30 days) and summarize meetings with key points, task owners, and next steps

Get suggestions for formulas, chart types, and insights about data in your spreadsheet

Generate content, summarize documents, and ask questions about your document via chat

Use prompts to draft questions and suggestions that help you create surveys, polls, and other forms

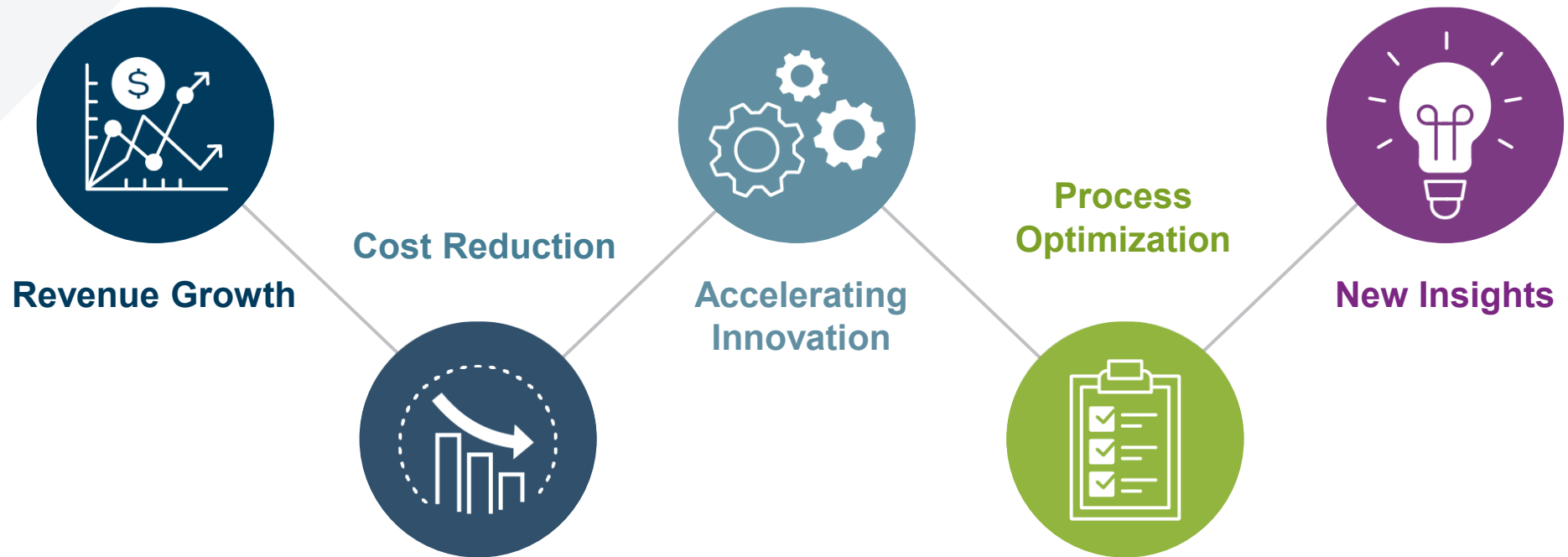# Generative AI Mediums

Text

Image

Audio

Code

Video

Data Visualization

Generative AI Business Impacts

Revenue Growth

Cost Reduction

Accelerating Innovation

Process Optimization

New Insights

Section 2

NFP use cases and Future trends

Use Case #1

Summarizing Meetings & Documents

Problem/Opportunity: Manually transcribing meetings is a time-consuming task, and oftentimes actions get missed and have to be repeated at a later date or are forgotten altogether. Large legal documents can be voluminous and time consuming, and the same problems persist.

GenAI Solutions

- **Summarizing Meetings:** Auto-generating transcripts of hours-long meetings, capturing and assigning tasks.

- **Document Insights:** Rapidly review documents to look for discrepancies, turn documents into live items you can ask questions too.

AI Medium

Text

Data Visualization

Business Impact

New Insights

Cost Reduction

Use Case #2

Business Intelligence

Problem/Opportunity: Dispersed data storage hampers efficient data querying and retrieval in many organizations.

GenAI Solutions

- **Enabling Interface:**
  Simplifies data mining and analytics report generation.

- **Speed to Insight:**
  Enhances business intelligence access and reduces time for insight generation.

AI Medium

Text

Code

Data Visualization

Business Impact

New Insights

Use Case #3

Drafting contracts and SoWs

Problem/Opportunity: Drafting Requests for Proposals (RFPs) and contracts and then generating Statements of Work (SoWs) requires significant time and resource investments.

GenAI Solutions

- **Automated Drafting:**
  Generative AI can automate the RFP and SoW writing process by generating the initial drafts based on templates, historical documents, and more

- **Extracting Information:**
  Extract relevant clauses and requirements from existing documents. Can be used to create new contracts or assess the risks posed by existing contracts

AI Medium

Text

Audio

Image

Business Impact

Process Optimization

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Use Case #4

Content Creation – AI-Enabled Creative Tools

Problem/Opportunity: Content creators face challenges with the volume and management of content, requiring significant time and resources.

GenAI Solutions

- **Creative Assistant Tool:** Creates and edits content with AI commands for efficiency.

- **Picture Editorial:** Manages and tags footage using AI for faster content curation.

- **AI Reshoots:** Generates new content and edits without the need for physical reshoots.

AI Medium

Text

Audio

Image

Video

Business Impact

Revenue Growth

Accelerating Innovation

Use Case #5

Prior Authorization issues for Healthcare

Problem/Opportunity: The Prior Authorization process is manual and burdensome for healthcare stakeholders.

GenAI Solutions

- **Supporting Providers:** Analyzes medical records to confirm submission requirements are met.

- **Operational Efficiency:** Streamlines responses to Prior Authorizations, improving patient experience.

AI Medium

Text

Code

Business Impact

Process Optimization

Cost Reduction

Use Case #6

Customer Support

Problem/Opportunity: Post-purchase customer support is limited in traditional call centers, lacking conversational and helpful AI interactions.

GenAI Solutions

- **Conversational Agent:**
  Uses speech-to-text and natural language to create personalized customer support.

- **Human Capital:**
  Frees up human employees for complex issues by providing instant, personalized responses.

AI Medium

Text

Image

Audio

Business Impact

Cost Reduction

Trends

Spotlight on various trends in NFPS

Healthcare

- Expanded use of virtual assistants
- Automated scheduling
- Targeted diagnostics and personalized care
- Next generation of MRI and CT scans
- ML algorithms to discern information from large amounts of medical data

Education

- Smart content creation
- Virtual classrooms and AI-powered instructors
- Elevating education intelligence

Fundraising

- Personalized donor emails
- Enhancing campaign efficiency
- Predictive analytics for strategic planning

Section 3

Risks of AI

Risks of AI

While there are several potential benefits of adopting AI, there are also significant risks associated with its use.

Bias and Discrimination

Privacy and Data Security

Ethical Concerns

Reliability and Accuracy

Regulatory and Legal

Job Displacement
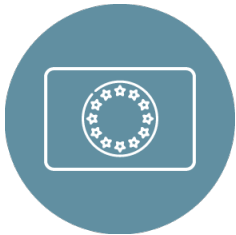
Organizational Culture

Unintended Consequences

Current and proposed AI legislation

The AI landscape is rapidly evolving, with proposed and approved regulatory effort

- **Algorithmic Accountability Act** proposed at the federal level
- Several efforts at the state level related to privacy rights and consumer protection, affecting AI systems handling personal data

- **AI Act** proposed to categorize AI into unacceptable, high, and minimal risk
- **General Data Protection Regulation (GDPR)** implications for AI including restricting decisions based solely on automated processing

- **New Generation AI Development Plan** as a strategic framework that includes national standards and ethical guidelines for AI

- **Artificial Intelligence and Data Act (AIDA)** proposed to establish a framework for AI system governance and focus on risk assessment and mitigation for high-impact AI systems

Section 4
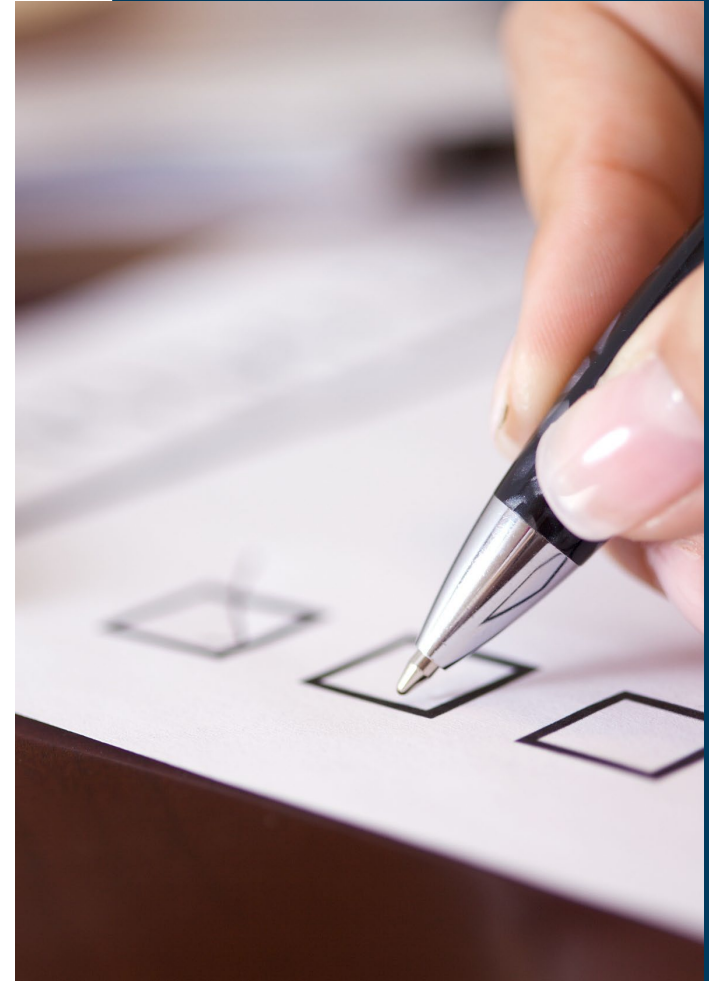
Where to start at your organization

Getting started

1. Define clear objectives

2. Allocate resources

3. **Assess readiness and needs**

4. Prepare data

5. Align on tools and technologies

6. Pilot tools

7. Monitor results and adjust

Start small. Iterate. Share learnings.

Assessing readiness

1. Leadership and governance

2. Data readiness

3. Technology infrastructure

4. Talent and skills

5. Risk management and compliance

6. Stakeholder engagement

7. Change management

Polling question #3

Closing Thoughts

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Questions?

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